

DEPARTMENT OF INSURANCE

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August 29, 2008

The Honorable Arnold Schwarzenegger
Governor of California
State Capitol Building
Sacramento, California 95814

RE: AB 2150 (Berg) – SIGN

Dear Governor Schwarzenegger:

The California Department of Insurance is pleased to support **Assembly Bill 2150** and urges you to **SIGN** this measure when it reaches your desk.

Consumers are increasingly confused by the profusion of designations being used by many insurance agents and brokers to suggest expertise in senior matters. Many of these labels have the effect of cloaking producers with an expertise they do not actually possess. This misrepresentation creates the potential for seniors to make investments that may not be in their best interest or, worse, become victims of fraud.

AB 2150 provides that insurance producers may not use a "senior" designation in the course of selling insurance products unless they have completed required hours of training and the designation has been approved by the Insurance Commissioner. In determining whether to approve a senior designation, the Commissioner shall ensure that the issuing organization fulfills specified requirements. Also, the Curriculum Board established by the Department must review and approve the educational materials used by the organization before the broker or agent may use the specific designation.

Assembly Bill 2150 is good for consumers and helps to prevent senior financial abuse. I respectfully request that you **SIGN** this measure.

Sincerely,

A handwritten signature in black ink, appearing to read "David Link", is written below the word "Sincerely,".

DAVID LINK
Deputy Commissioner and Legislative Director

cc: The Honorable Patty Berg
Michael Prosio, Office of the Governor, Chief Deputy Legislative Secretary
Manolo Platin, Governor's Office of the Insurance Advisor